



**HEALTHY NEIGHBORHOODS
INITIATIVE**

NORTH FISH HATCHERY ROAD HUB

Prepared August 2020

CONTENTS

- 4 INTRODUCTION
- 5 GOALS
- 9 EVOLUTION
- 13 PREFERRED CONCEPT
- 15 APPENDICES

ACKNOWLEDGEMENTS

This Healthy Neighborhoods Initiative document was prepared by Ayres Associates and Engberg Anderson Architects with direction and oversight by city staff and groups listed below.

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INTRODUCTION

The City of Fitchburg's Healthy Neighborhoods Initiative (HNI) is a pilot program designed to formulate and implement a strategic, collaborative, and holistic approach to address specific issues in three northern City neighborhoods (Priority Neighborhoods), in conjunction with community/neighborhood partners and residents.

As a starting point, one of these neighborhoods was identified to begin the planning of site specific improvements. This illustrates the process and conclusion of the steps made that ultimately produced a preferred concept for the North Fish Hatchery Road Hub site.



GOALS

The over-arching objective of this process was to lay forth a logical and tangible road to improving the lives of neighborhood residents and the community as a whole. Furthermore, this can serve as a template for future Healthy Neighborhood Initiative projects.

- MEET THE SOCIAL AND RECREATIONAL NEEDS OF N. FISH HATCHERY ROAD NEIGHBORHOOD RESIDENTS, ENHANCING THEIR QUALITY OF LIFE AND ACCESS TO OPPORTUNITIES
- SERVE AS A CATALYST TO ASSIST IN “STABILIZING” THE N. FISH HATCHERY ROAD CORRIDOR/NEIGHBORHOOD, SPURRING NEW INVESTMENT AND ENHANCEMENT OF PROPERTY VALUES
- ENSURE THE LONG-TERM FINANCIAL SUSTAINABILITY OF THE NINE SPRINGS GOLF COURSE
- CREATE A SPACE THAT’S “ON” , SEVEN DAYS A WEEK, YEAR ROUND, AND PROVIDES SOMETHING FOR EVERYONE.
- CREATE A SPACE THAT MEETS THE NEEDS OF CURRENT/FUTURE NEIGHBORHOOD RESIDENTS, AS WELL AS THE NEEDS OF THE BROADER FITCHBURG COMMUNITY...AND ATTRACTS VISITORS.

“THE HUB”

The Hub is envisioned as a neighborhood and regional gathering place, consisting of indoor and outdoor space providing sociable, recreational, cultural, learning, and resource opportunities.

WHAT TO LOOK FOR

Based on information gathered from the public, city staff, and various community groups, a list of desires were developed to guide the design and programming future of the site.

1

Top desired outdoor amenities:

- Playground, with water and bike features
- Shelter/picnic area with grills
- Basketball court
- Food and drink options
- Amphitheater
- Winter rec (ice skating and sledding)

2

Top desired indoor amenities:

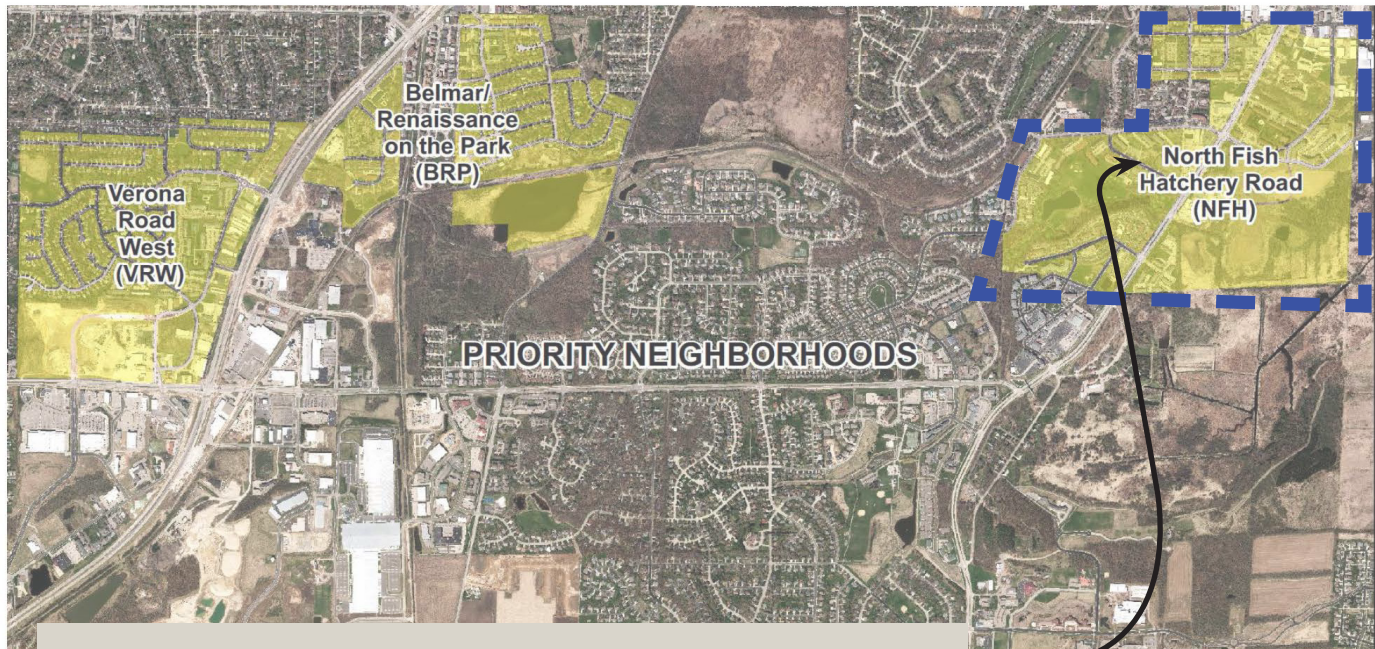
- Classrooms
- Neighborhood and community event/rec rooms
- Food and drink options
- Social services and food pantry

3

Top desired services:

- Childcare
- Healthcare
- Youth recreation and education
- Adult employment and education
- Healthy food

FOCUS AREA



N. FISH HATCHERY RD HUB





The project area lies on the north and south side of Traceway Drive on the north end of Nine Springs Golf Course. The majority of the site lies on City owned property, however portions of the project area are held privately. Communication and support has been maintained with the private land owner to this point. Areas in green hatch on the above map are subject to restrictions which may impede land conversion or sale. Land use designated thereon is for illustrative purposes only.

EVOLUTION

DESIGN

THE FINAL DESIGN FOR THIS SPACE TOOK VARIOUS FORMS BEFORE BECOMING A FINAL PRODUCT. THE FOLLOWING ITERATIONS AND SUPPORTING DOCUMENTS ILLUSTRATE THIS EVOLUTION.



Initial Draft Concept

CHARACTER IMAGERY

INTENT

The following images were assembled to represent a desired general character for various elements of the plan. These are not intended to be representative of actual elements to be installed, but to guide a certain aesthetic of design. (See appendix for full size)



AVRES
01.30.2020

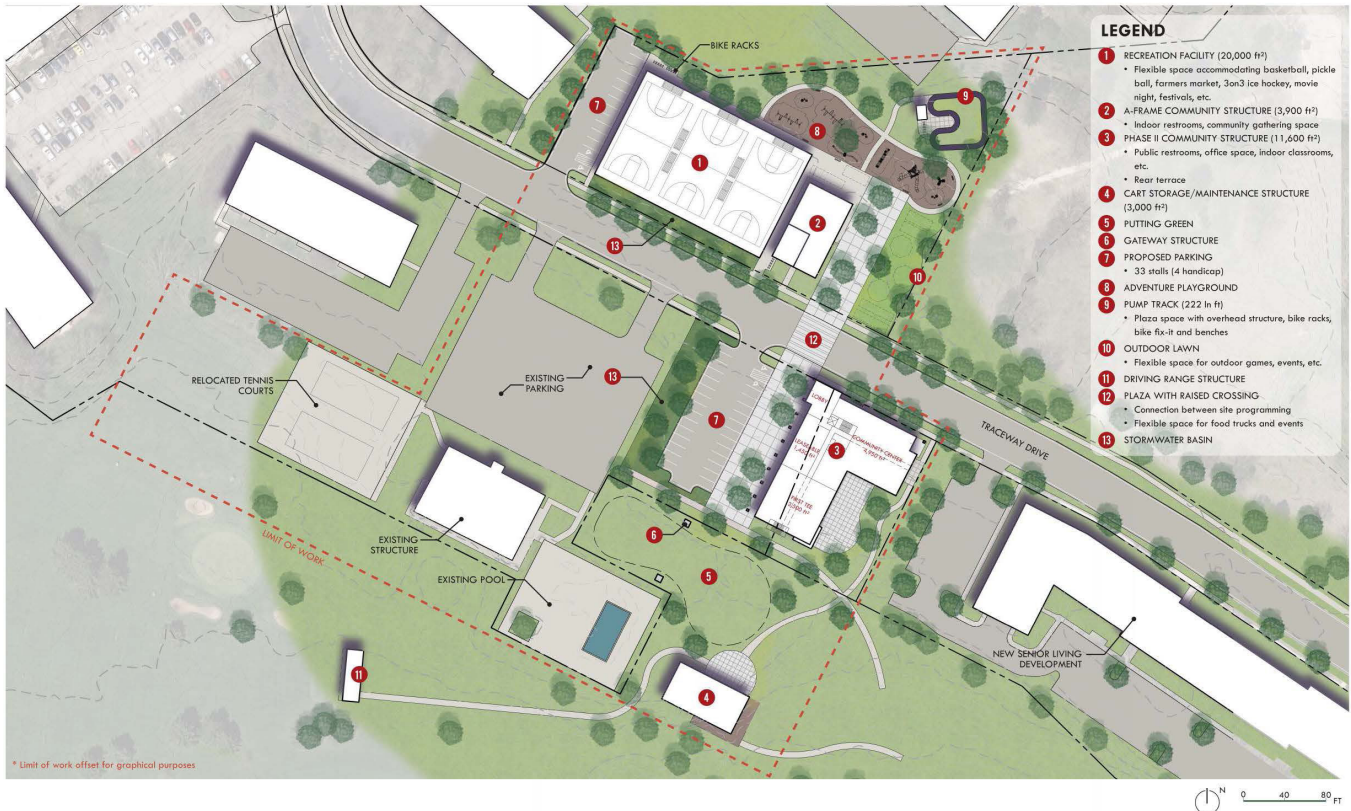
FITCHBURG NEIGHBORHOOD HUB | CHARACTER IMAGERY

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EVOLUTION

INTENT

Based on feedback and comment from the initial draft concept, a revised and refined draft concept was developed to better address certain aspects of the concept plan. Working with city staff and community members, adjustments were made to better serve the anticipated user groups. (See appendix for full size)



AYRES
01.30.2020

FITCHBURG NEIGHBORHOOD HUB | CONCEPT PLAN

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Revised Draft Concept



Key Elements

- Covered Recreation/Event Facility
- Community Shelter and Restrooms
- Adventure Playground with Water Feature
- Community Services Building
- Bicycle Track
- Enhanced Golf Clubhouse, Driving Range, and Putting Green

Items represented in this plan represent many of the items and elements that are planned for this space. It does not however call for specific product or materials. Those decisions will be made in later design phases.

SITE AND MASSING MODEL

INTENT

To better communicate the spatial relationships and site elements, a basic 3d model was created. This allows us to look at the space from a variety of angles and directions to better understand scale, position, context and shape.



looking northeast



community services building



looking southeast at community services building



community shelter and covered rec/event facility



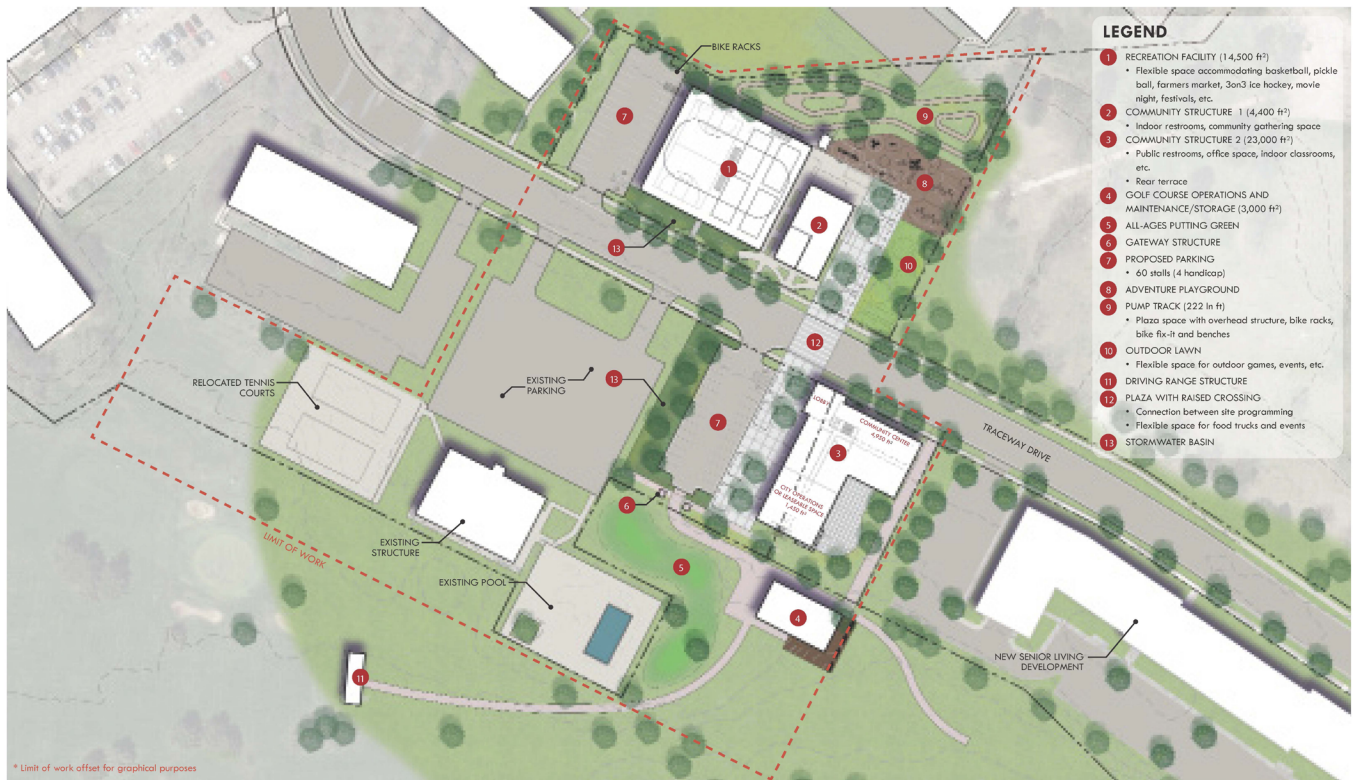
looking south along pedestrian plaza



looking south at community shelter

Note: This model is not intended to represent a realistic depiction, rather to show site improvements that are representative of true scale within context.

PREFERRED FINAL CONCEPT

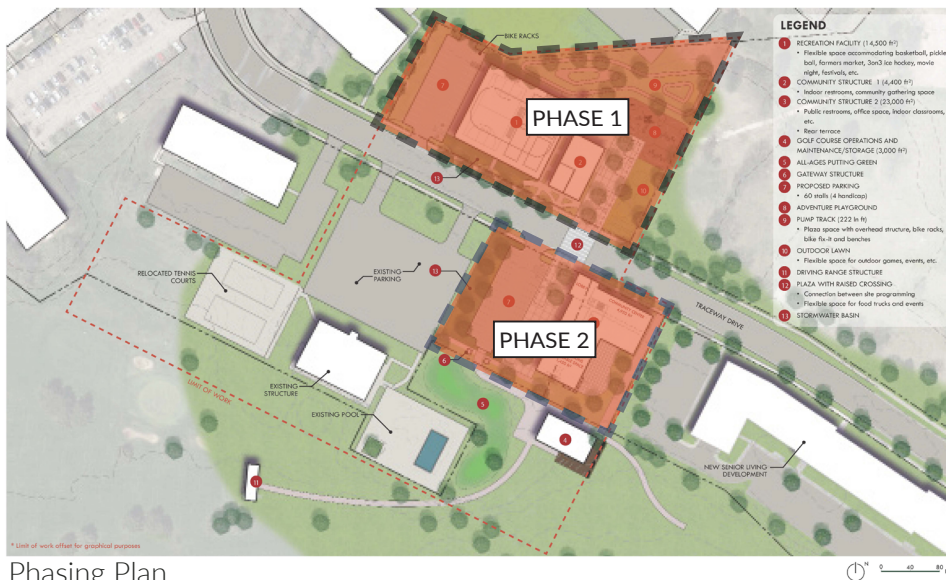


(See appendix for full size)

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04.20.2020

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Phasing Plan

With direction from city staff and community members, a preferred final concept was developed, as well as a phasing plan for development. This concept will serve as the road map for future phases of design and implementation. Though some items may change or evolve, the overall concepts will serve as the basis for all future design development. (See appendix for full size)

VISIONING MODEL

INTENT

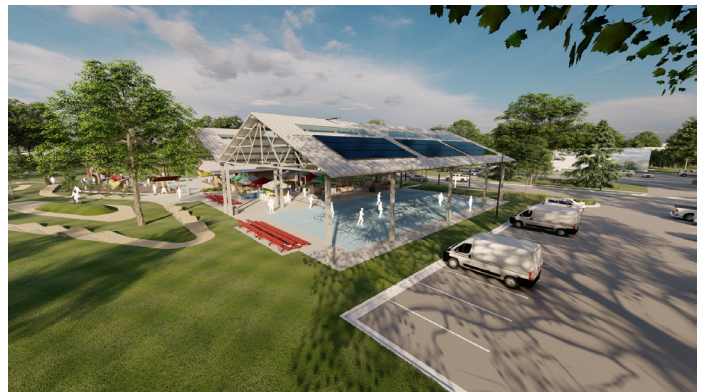
Upon finalizing the site master plan, a refined model was developed to realize the site improvements in a more realistic fashion.



looking northwest at community shelter and covered rec/event facility



looking east at community services building



looking southeast at covered rec/event facility



looking southeast at community services building



looking south at play spaces

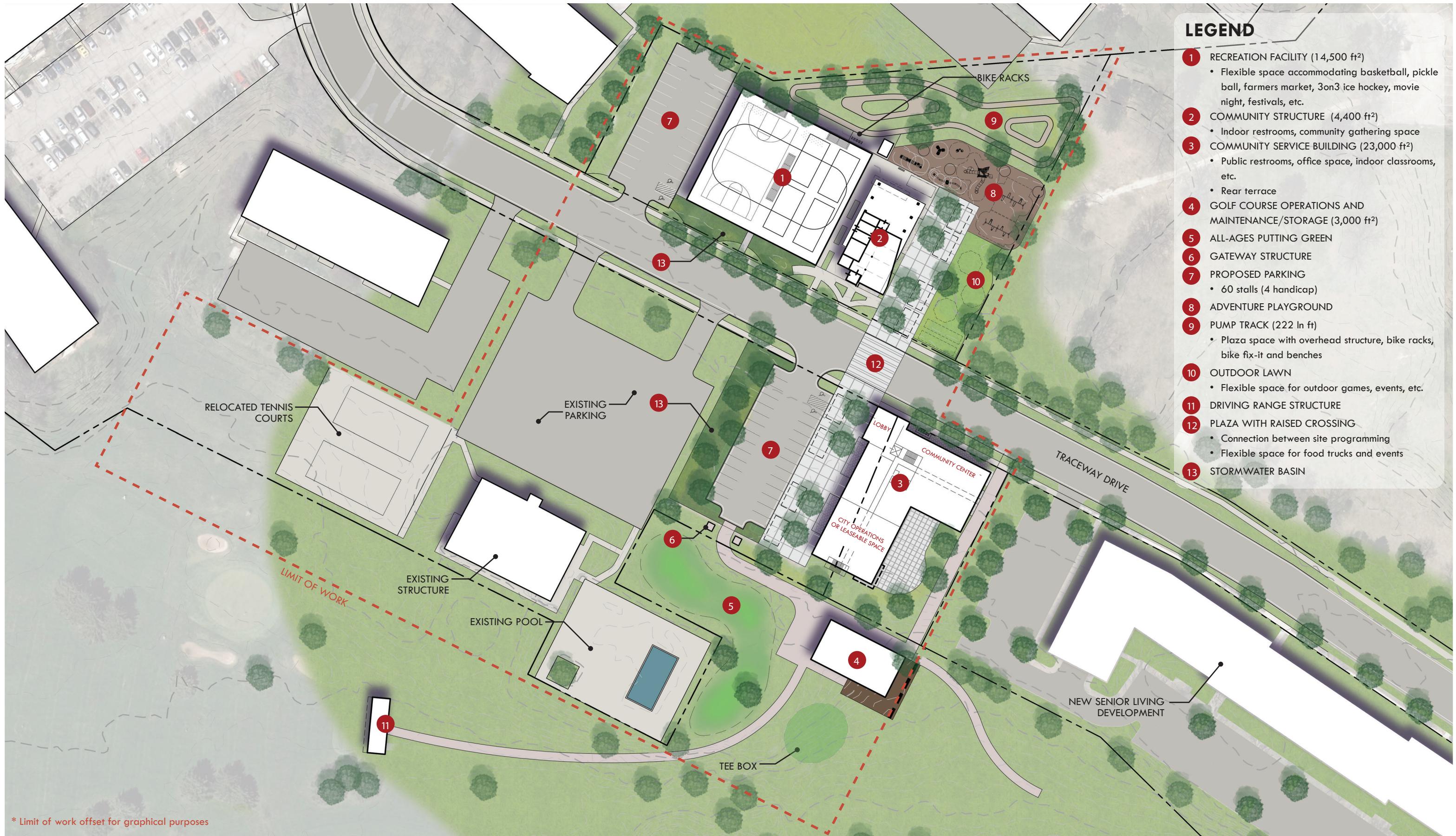


Planning Timeline, Process, and Next Steps

Development of the North Fish Hatchery Road Hub concept plan was made possible via funds provided by the City of Fitchburg Community and Economic Development Authority. The concept plan was based on feedback resulting from a robust community and neighborhood engagement process. This process began with City staff and consultants compiling and analyzing years of previous neighborhood engagement efforts/data, with subsequent major engagement components undertaken as follows:

1. September 2019 – Primary stakeholder “kick-off” meeting
2. October 2019 – Community/neighborhood “kick-off” meeting
3. Late 2019 and Early 2020 – Neighborhood Navigator (City staff) “one-on-one” survey of neighborhood residents
4. February 2020 – Completion of Draft Concept #1 and presentation to primary stakeholders
5. March 2020 – Revision of Draft Concept #1 based on primary stakeholder feedback
6. April and May 2020 – Completion of Draft Concept #2 and presentation to City of Fitchburg Community and Economic Development Authority, and Parks Commission
7. August 2020 – Presentation of Draft Concept #2 to City Council (Committee of the Whole)
8. October 2020 – Revision of Draft Concept #2 based on City Committees/Council feedback and preparation/completion of Final Concept

Per direction in current City budgets, City staff will work to implement the Hub concept plan over the next few years. Next steps include contracting with a design consultant(s) to develop specific design/build plans for Hub elements identified in Phase 1 herein (north side of Traceway Drive). Implementation of Hub elements identified in Phase 2 herein (south side of Traceway Drive), including a management/operational analysis thereof, are currently planned for future years. Further planning for Phase 1 and 2 will also entail a robust community/neighborhood engagement process, mirroring some of the components described above.



HUB Preliminary Building Costs:

#1 Recreation Facility Structure

Covered structure w/ lighting & power

- Approx. 11,700 sqft of structure
- Estimated cost range: \$700,000 to \$936,000
- Approx. \$60 to \$80 per square foot

#2 Community Structure 1

1 story building w/ clerestory

- 3,800 gross sqft interior; 1,800 exterior covered structure
 - **5,600 sqft total**
- Estimated cost range: \$900,000 to \$1,200,000
- Approx. \$160 to \$215 per square foot

#3 Community Structure 2

2 story building shell space with core elements

23,500 gross sqft

Estimated cost range: \$4,000,000 to \$4,465,000

Approx. \$170 to \$191 per square foot

#4 Golf Course Operations and Maintenance/Storage

1 story building with exterior deck

3,500 gross sqft

Estimated cost range: 525,000 to \$595,000

Approx. \$150 to \$170 per square foot

Site Design and Utilities - Phase 1

- | | |
|---|---------------|
| Plaza and Hardscape | Landscaping |
| Parking Lot | Site Lighting |
| Playground | Utilities |
| Bike Track | Restoration |
| Site Furnishings | Signage |
| <ul style="list-style-type: none"> • Estimated Cost Range: \$850,00.00 - \$1,100,000.00 | |

Architecture fees (including MEP & structural) : **8% to 10%** depending on structure.